

Abstract

This research is entitled "Implementation of Corporate Social Responsibility in Maintaining the Image of PT Kereta Api Indonesia (Persero) During the COVID-19 Pandemic". This study aims to explain the implementation of Corporate Social Responsibility in maintaining the image of PT Kereta Api Indonesia (PERSERO) during the COVID-19 pandemic through the Community Development Program.

This study uses a qualitative descriptive method by conducting interviews, observations and document review. The theory used in this study is the Triple Bottom Line Theory proposed by John Elkington.

The results of research on the implementation of Corporate Social Responsibility in maintaining the image of PT Kereta Api Indonesia (Persero) during the COVID-19 pandemic through the Community Development Program found that the Community Development Program run by PT KAI CSR was focused on activities to improve health in handling the spread of the COVID-19 virus in Indonesia and assistance for worship facilities that are indeed recommended by the government in handling the spread of the COVID-19 virus in Indonesia. However, the Community Development Program continues to carry out other assistance activities such as assistance for victims of natural disasters, assistance for nature conservation, education and training assistance, assistance for the development of public infrastructure and facilities, and social assistance for poverty alleviation.

PT KAI is able to implement CSR to maintain the company's image with various activities that are beneficial to the community. The Community Development Program is a proof of PT KAI concern in helping to improve the quality of life of the community and the environment, such as assistance for victims of natural disasters and non-natural disasters, educational assistance, assistance for improving health, assistance for developing infrastructure and/or public facilities, aid for religious facilities, aid for nature conservation, and social assistance. These activities are able to form a positive image of the company in the community so that PT KAI is able to benefit from the business it runs. The benefits obtained by PT KAI are not only in the form of material benefits, but also such as awards and achievements achieved by PT KAI from CSR activities carried out.

Abstrak

Penelitian ini berjudul “Implementasi *Corporate Social Responsibility* Dalam Mempertahankan Citra PT Kereta Api Indonesia (Persero) Selama Masa Pandemi COVID-19”. Penelitian ini bertujuan untuk menjelaskan implementasi *Corporate Social Responsibility* dalam mempertahankan citra PT Kereta Api Indonesia (PERSERO) selama masa pandemi COVID-19 melalui Program Bina Lingkungan.

Penelitian ini menggunakan metode deskriptif kualitatif dengan melakukan wawancara, observasi dan telaah dokumen. Teori yang digunakan pada penelitian ini yaitu Teori *Triple Bottom Line* yang dikemukakan oleh John Elkington.

Hasil penelitian mengenai Implementasi *Corporate Social Responsibility* dalam mempertahankan citra PT Kereta Api Indonesia (Persero) selama masa pandemi COVID-19 melalui Program Bina Lingkungan ditemukan bahwa Program Bina Lingkungan yang dijalankan oleh CSR PT KAI difokuskan kepada kegiatan bantuan peningkatan kesehatan penanganan penyebaran virus COVID-19 di Indonesia dan bantuan sarana ibadah yang memang dianjurkan oleh pemerintah dalam penanganan penyebaran virus COVID-19 di Indonesia. Akan tetapi, Program Bina Lingkungan tetap menjalankan kegiatan-kegiatan bantuan lainnya seperti bantuan korban bencana alam, bantuan pelestarian alam, bantuan pendidikan dan pelatihan, bantuan pengembangan prasarana dan sarana umum, dan bantuan sosial kemasyarakatan dalam rangka pengentasan kemiskinan.

PT KAI mampu untuk mengimplementasikan CSR untuk mempertahankan citra perusahaan dengan berbagai kegiatan yang bermanfaat bagi masyarakat. Program Bina Lingkungan merupakan bukti kepedulian PT KAI dalam membantu peningkatan kualitas hidup masyarakat dan lingkungan bantuan-bantuan seperti bantuan korban bencana alam dan bencana non alam, bantuan pendidikan, bantuan peningkatan kesehatan, bantuan pengembangan prasarana dan/atau sarana umum, bantuan sarana ibadah, bantuan pelestarian alam, dan bantuan sosial kemasyarakatan. Kegiatan-kegiatan tersebut mampu untuk membentuk citra positif perusahaan di masyarakat sehingga PT KAI mampu untuk mendapatkan keuntungan dari bisnis yang dijalankan. Keuntungan yang didapatkan oleh PT KAI tidak hanya berupa keuntungan materi, tetapi juga seperti penghargaan dan prestasi yang diraih oleh PT KAI dari kegiatan CSR yang dijalankan.

Abstrak

Ieu panalungtikan dijudulan “Palaksanaan Tanggung Jawab Sosial Perusahaan dina Ngajaga Citra PT Kereta Api Indonesia (Persero) Dina Mangsa Pandemi COVID-19”. Ulikan ieu miboga tujuan pikeun ngajelaskeun palaksanaan Tanggung Jawab Sosial Perusahaan dina ngajaga citra PT Kereta Api Indonesia (PERSERO) dina mangsa pandémik COVID-19 ngaliwatan Program Bina Lingkungan.

Ieu panalungtikan ngagunakeun métode déskriptif kualitatif ku cara ngalaksanakeun wawancara, observasi, jeung talaah dokumén. Téori anu digunakeun dina ieu panalungtikan nya éta Téori Triple Bottom Line anu diajukeun ku John Elkington.

Hasil panalungtikan ngeunaan palaksanaan Tanggung Jawab Sosial Perusahaan dina ngajaga citra PT Kereta Api Indonesia (Persero) dina mangsa pandémik COVID-19 ngaliwatan Program Bina Komunitas kapanggih yén Program Bina Komunitas anu dijalankeun ku CSR PT KAI museur kana kagiatan pikeun ngaronjatkeun kaséhatan dina nanganan panyebaran virus COVID-19 di Indonésia sarta bantuan sarana ibadah anu memang direkomendasikeun ku pamaréntah dina nanganan panyebaran virus COVID-19 di Indonésia. Sanajan kitu, Program Bina Masarakat tetep ngalaksanakeun kagiatan bantuan séjénna saperti bantuan pikeun korban bencana alam, bantuan konservasi alam, bantuan pendidikan jeung pelatihan, bantuan pangwangunan infrastruktur jeung sarana umum, sarta bantuan sosial pikeun pengentasan kamiskinan.

PT KAI mampu ngalaksanakeun CSR pikeun ngajaga citra pausahaan ku rupa-rupa kagiatan anu aya mangpaatna pikeun masarakat. Program Bina Masarakat téh mangrupa bukti kaparigelan PT KAI dina ngabantu ngaronjatkeun kualitas kahirupan masarakat jeung lingkungan, saperti bantuan pikeun korban bencana alam jeung non-alam, bantuan pendidikan, bantuan pikeun ngaronjatkeun kaséhatan, bantuan pikeun pangwangunan prasarana jeung/atawa sarana umum, bantuan sarana kaagamaan, bantuan pelestarian alam, jeung bantuan sosial. Kagiatan ieu téh bisa ngawangun citra positif pausahaan di masarakat sangkan PT KAI mampu mangfaat tina usaha anu dijalankeunana. Mangpaat anu dimeunangkeun ku PT KAI téh lain waé dina wangun kauntungan material, tapi ogé saperti pangajén jeung prestasi anu dihontal ku PT KAI tina kagiatan CSR anu dilaksanakeun.